WESU

WESU-FM STEREO ☐ WESU-AM CAMPUS

Mr. Jim Katz, Acting President
The Ivy Network Corporation
242-A Yale Station
New Haven, CT. 06520

Dear Jim:

Ted Benfield, who headed our AM division and was thus the WESU Ivy representative, has resigned his position. I was informed of this only days before the Ivy meeting last week and thus had no opportunity to really familiarize myself with our present relations with Ivy. (I only became President of WESU in January). I have now waded through his files and can speak with a little more knowledge than I could have at the meeting.

I will take care of this

First, let me state right off that Benfield was a complete incompetent meathead, without a doubt. I found , for example, all sorts of forms that he was supposed to have been sending to you and D'Arcy among others. All were clearly marked "please return by such and such a date", but he had just filed them away. I can only apologize for his mistakes and promise that we will do our utmost to find a qualified replacement for him.

The mistakes have apparently, however, not all been on our end. There is, for example , the small matter of a certain $990.91 that Ivy owes us for ads run as long ago as March of 1972. I have recieved your request for affidavits for January and December ads, but there are no affidavits to send because no ads were run. Neither will we begin running them again until we have received payment from you. I can understand how the lag in payments for this fall is largely Budweiser's fault, but I think that Ivy is completely responsible for the delay in paying us for the spring of 1972.

Jim answer

The UPI deal sounds like a very good prospect to us. We have talked with our UPI representative about it and are ready to move, both with the teletype service and the audio service if it is included in the package. Please send me all the pertinent forms at your earliest convenience. We plan to take advantage of the savings to install their new Extel printer. Some of the other Ivy stations might wish to do the same.

That's about all that I have time for now. Just a reminder,as soon as we see a check from you, we will start running ads again. We would sure like to get more than just Budweiser.

Sincerely,

Harold Sogard

Harold Sogard, President
The Wesleyan Broadcast Association, Inc.